

27 Points per ad/54 Points Total

Market Position Print Ad - Requirements

The goal is to create print ads for Mixed Go Green that will focus on communicating its Market Position to its Market Segment. Your goal is to create an effective print ad for the Market Segment identified that communicates a message the segment needs to see regarding the business' products and services that set it apart from the competitor.

Requirements for Both Print Ads

1. Provide a written response about what the organization/business does. This should be a well written summary for the organization chosen.
2. For the organization, identify who you determined to be your Market Segment for the advertisement? Make sure to address **each** of the 5 ways to break down a Market Segment and be very specific in your response. **Be very detailed and specific.**
3. Clearly state your **Title/Topic** (What do want to inform your Market Segment about) and explain how you want to communicate your idea.
4. For the **Print Ad**, explain what message you are trying to communicate to the market segment. Is it an informative message, call to action, persuasive, or a reminder? Explain why you took this approach for the Market Segment identified.
5. Create at least **4 potential slogans/headlines** for each print ad that you could use about your message (These slogans should be the product of the market segments and relate to your response in question 4)
6. Identify the **headline** that you will use for the **Print ad** and explain why the headline chosen makes it the best fit? Reference the needs of your market and the message you are trying to communicate.
7. The Print Ad needs to fit on an 8.5" by 11" sheet of paper for the full page magazine ad, and fit on a half page 4.25" by 11" or 5.5" by 8.5" for the second

Each Print Ad Must contain the 4 Elements of a Print Ad

1. **Clear Slogan or Headline** - short, attention grabbing, strong statement of what you are communicating.
2. **Visuals/Artwork/Illustration** - Avoids clutter, emphasizes and supports your message. Meaningful and related images.
3. **Body/Tag Line** - Persuasive text, uses catchy tag lines, and other wording to inform the reader of your message.
4. **Contact/Company/Organization** - Must contain details about the organization, logo, website and how to learn more.

27 Points per ad/54 Points Total

8.) Print Ad Layout x 2

The layout of the print ad is simple and effective in moving the reader from the headline all of the way to the company information.

- Text is easily read and the Headline is easily identified.
- Illustration does not interfere with the copy in the ad
- Company information is located effectively in that it supports the end message and the customer knows how to find out more.

Print Ad - Rubric for Requirements

3 - The required element is fully complete. The work fully meet the requirement's guidelines. Answer(s) are easily identifiable and expressed. Connections/relationships are made from the market segment and what the print ad is trying to communicate.

2 - The required element is almost complete and does not fully meet the guidelines. Answers are missing supports and some connections are made to the market segment and the message you are trying to pass along to the audience.

1 - The required element has not been completed, the answers are unclear and lacking focus. There are few to little connections made to the market segment and what has been produced.

0 - Missing